

**DETAILED ACTION**

**EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Manabu Kanesaka on 03/19/2009.

The application has been amended as follows:

At claim 11, on line 1, replace "having" with "encoded with".

***Allowable Subject Matter***

2. Claims 1-11, 13-14 and 19-20 are allowed.

3. The following is an examiner's statement of reasons for allowance: The most recent amendment necessitates that the advertisement (CM) data that is used to encrypt the moving image file be separate from the video data. This distinction makes the claims allowable over the closest prior art, which is the combination of Berkson, Zhu, AAPA and Nelson, which uses advertisement data that is necessarily a part of the video data to encrypt the video.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ROBERT HANCE whose telephone number is (571)270-5319. The examiner can normally be reached on M-F 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/JOHN W. MILLER/

ROBERT HANCE

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Supervisory Patent Examiner, Art Unit 2421

Examiner  
Art Unit 2421

/ROBERT HANCE/  
Examiner, Art Unit 2421